

July 6, 2010

*“Direct communication from Baptist Health Care senior leaders to employees to provide meaningful updates about our journey to excellence”*



**Al Stubblefield**  
President & CEO  
Baptist Health Care

Last weekend I had the privilege of sharing the Baptist Health Care story with a group of medical professionals in the farthest reaching destination ever to hear about our culture — in Damascus, Syria.

Cardiologist with the recently acquired Cardiology Consultants group and past president of the Syrian American Medical Society (SAMS), Dr. Thabet Alsheikh, M.D., F.A.C.C., invited me to present “The Culture of Engaging our Workforce to Deliver World Class Patient Satisfaction” during the SAMS 11th Annual Medical Convention.

As I talked about escorting visitors, maintaining standards of behavior and celebrating milestones, I was pleased that the audience found great value in learning about our model for service excellence. Not only are surgical techniques, medical approaches and new medical issues important discussions, but also the overall personal health care experience.

I’m proud that we are a role model for other organizations in sustaining a culture of service excellence. Regardless of how innovative and accessible our services are the true strength of BHC lies in showing our commitment and compassion to each person who trusts us with their care.



**Gary Bemby**  
Senior Vice President,  
BHC President, Lakeview  
Center Inc.

Collaborating with local health officials, government agencies and community groups, Lakeview Center is taking the lead in addressing the mental health repercussions of the Gulf oil crisis.

As the disaster’s economic and environmental damage increasingly impacts life in northwest Florida, Lakeview and its clinical staff have engaged local news media, the Internet and other forums to disseminate information on how to build self-resiliency, how to recognize signs of mental distress and how to access professional services when they are needed.

The organization also is partnering with groups such as Pensacola BRACE (Be Ready Alliance Coordinating for Emergencies), the local chapter of the American Red Cross and First Call for Help, as well as the Escambia County Health Department, Escambia and Santa Rosa County Emergency Response Teams, United Way and area churches. The plan is to train first-responders so they will have a better

understanding of emotional issues and be better able to recognize when more in-depth help is needed.

Similar training also will be made available to people in the community. The idea is to promote peer support among those most affected by the spill.

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**Mark Faulkner**  
Senior Vice President,  
BHC President,  
Baptist Hospital Inc.

As we embark upon another Hurricane Season, know that we are prepared. Each year, we review and revise our Incident Command Structure and Hospital Incident Management System to ensure they are consistent with the National Incident Management Structure. Your team leader should be sharing this new structure with you.

Should severe weather threaten our area, we will provide you with adequate planning information. We monitor conditions and reports from the National Weather Service and work closely with the City of Pensacola, Escambia County officials, Santa Rosa County officials, emergency operations personnel, and State officials in determining the likelihood and extent of any severe weather threat.

We will continually reassess threatening conditions at 72, 48 and 24 hour intervals. If conditions require, we will begin by limiting elective surgeries, elective admissions as well as discharging as many patients as possible in a timely and orderly manner. All policies and departmental staffing procedures related to severe weather remain in effect.

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**Sherry Hartnett**  
Chief Marketing &  
Development Officer  
Baptist Health Care

Baptist Health Care is holding a groundbreaking media event Wednesday, July 7, at 10 a.m. on the Baptist Hospital campus. We will officially announce to the community our major renovation and expansion projects to be completed in 2010 and 2011. Everyone is welcome to attend.

Following the media event a new BHC construction Web site will launch to keep you and the community informed of timely information and celebrate construction milestones as these exciting projects evolve.

This micro site will share relevant, construction-related news with staff, the local community and far-reaching audiences of people who may be planning to visit our campuses. The site also helps reinforce our brand and strengthens our credibility as a “connected” health care system in the area.

We invite you visit the construction Web site from a

designated link on the main Baptist Health Care Web site page after July 7.

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**Mike Hutchins**  
Vice President, BHC  
Administrator, Jay  
Hospital

Securing a physician to serve our rural community was critical when Jay Hospital partnered with Baptist Health Care (BHC) in 1979. Finding a doctor to fill the role was essential to the hospital's survival. C. David Smith, M.D., was in the middle of his residency at the University of South Alabama in Mobile, Ala., when he accepted the position. Dr. Smith returned to his hometown of Jay, Fla., to begin his practice on July 16, 1980. On behalf of the Jay Hospital staff and affiliated physicians, we extend sincere gratitude to Dr. Smith for 30 years of dedicated service. His contributions to our facility and community are beyond measure.

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**Bill Perkins**  
Vice President, BHC  
Administrator, Atmore  
Community Hospital

We are now offering a new procedure at Atmore Community Hospital for people with chronic gastroesophageal reflux disease (GERD). G. Travis Paul, M.D., general surgeon, is one of the few specialists in our area trained and certified to perform transoral incisionless fundoplication (TIF). In addition to reducing the risk of esophageal cancer and freeing patients from long-term dependency on reflux medications that can harm bone density, benefits of this minimally invasive surgical procedure include shorter hospital stays and recovery times, less discomfort and no visible scar.

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**Wanda Kaye Tillery**  
Vice President  
Quality and Patient Safety  
Baptist Health Care

One aspect of the delivery of world class care is the absence of adverse events such as harmful medication errors, patient falls with injuries, and surgical complications, to name a few. It is important that we strive to eliminate events that are harmful to our patients. Our first responsibility to our patients is to do no harm.

The most effective way to prevent harm is through a healthy patient safety culture. Hospitals with healthy patient safety cultures practice mindfulness (an awareness of patient safety), strong communication among team members, a sense of ownership by each and every employee, and reward and recognition of employees who catch potential errors. Baptist Health Care is committed to a strong culture of patient safety. It takes every team member to be aware of patient safety issues and to speak up when there is potential for

harm. It also takes every team member to report mistakes in our STARS incident reporting system so that we can learn from our incidences. If you have a question or concern, please call 469-5771.

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**Dave Rappa**  
Vice President, BHC  
Administrator, Baptist  
Manor

Baptist Manor representatives are collaborating with Baptist Hospital service line directors (primarily orthopaedic leaders) to better determine the needs and meet expectations of referring physicians. This team effort has been beneficial in helping ensure that doctors are aware of what Baptist Manor has to offer that our competition may not, such as a newly remodeled rehabilitation wing, an on-staff physician (Robert Bondurant, M.D.), two on-staff A.R.N.P.s, R.N.s on staff at all times, and a 5 Star Quality rating from the Centers for Medicare and Medicaid. As total joint programs at Baptist and Gulf Breeze hospitals increase in sophistication and continuity, we are poised to be an integral part of rehabilitation care for total joint patients.